Scott. H-27—48,000—27-10-32.

[illegible] (195) Department.

MS SERIES.

G.O. No. 132

Dated 20-1-98

[Despatch Abstract.]

Letters - Newspapers - List suitable for Government advertisements - Principles for selection - List furnished Papers - recorded.

LEGISLATIVE ASSEMBLY QUESTION No. 518 - STARRED.

SRI T. VISWANATHAM, M.L.A.

Will the Hon'ble the Minister for Industries be pleased to state:--

(a) the principles on which journals are chosen for giving Government advertisements,

(b) whether political leanings of the journals form one of such principles.

(c) the names of the journals chosen by Government for giving advertisements, and their audited circulation, and

(d) whether any journals were removed from the list in the last 6 months, and if so, why?

Public (General-B) Department.

ANSWER.

(a) The Principles on which journals are chosen for giving Government advertisements are wide publicity and rates of advertisement.

(b) The answer is in the negative.

(c) A statement is laid on the table of the House.

(d) The answer is in the negative.

Sd. x x
for Chief Secretary to Government.

The above answer has been approved by the Hon'ble Sri B.P. Ramaswami Reddiar.

To
The Secretary, Madras Legislature (Assembly Section)
(3 copies).
Copy to Personal Assistant to Hon'ble Prime Minister.
" Public (Elections) Department.
Pub.(Genl.B) U.O.No.3752/47-1, dt. 27-9-47.

Answered in the Assembly on 16-10-47.

Sd. x x
16-10-.

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p.t.o

ANSWER TO-LEGISLATIVE ASSEMBLY QUESTION-No.518 - STARRED.

Statement of Newspapers suitable for Government Advertisements.

NAME OF THE NEWSPAPER.		AUDITED CIRCULATION FIGURES.
MADRAS CITY.		
1. Mail	(D)	31,917
2. Hindu	(D)	61,867
3. Dhinamani	(D)	62,456
4. Indian Express	(D)	46,149
5. Swadesmitran	(D)	34,215
6. Andhra Patrika	(D)	(Not available)
7. Sunday Times	(W)	"
8. Andhra Prabha	(D)	28,985
9. Ananda Vikatan	(W)	76,574
10. Hanuman	(W)	(Not available)
11. Hindustan	(W)	3,830
12. Tamil Mani	(W)	21,017
13. Liberator	(D)	6,849.
14. Musalaman	(D)	3,500
15. Vinodhan	(M)	10,900
16. Vinodhini	(M)	12,181
17. Sunday Observer	(W)	(Not available)
18. Shakti	(M)	"
19. Kalki	(W(	50,392
20. Jadeed Dilchasp	(W)	(Not available)
21. Javajeevana	(W)	"
22. Indian Women's Civic Corps Journal	(M)	"
23. Swatantra	(W)	5,100 - 5,300
24. Thyagi	(F)	2,500
25. Jai Bheem	(W)	(Not available)
26. Navodaya	(W)	1,470

p.t.o

NAME OF THE NEWSPAPER		AUDITED CIRCULATION FIGURES.
27. Bharat Devi	(D)	(Not available)
28. Free Press	(E)	"
29. Dinasari	(D)	28,737
30. Sunday Herald	(S)	2,1[illegible]
31. New Times	(E)	4,9[illegible]1
32. Dhanka	(M)	(Not available)
33. Anandavani	( )	3,9[illegible]9
34. Madras Commercial Review.	( )	(Not available)
35. Mautr Bhumy	( )	"
36. Tamil Murasu	(F)	1,000
37. Picture Post	(P)	3,000
38. Silpi;Andhra Silpi	(A)	(Not available)
39. Prajabandhu	(J)	"
40. Jayakeralam	(M)	"
41. Indian Journalist	(I)	" "
42. Surya Prabha	(S)	"
43. Commercial Progress	( )	"
44. Chitrangi	( )	"
45. Sirpi	( )	"
ANANTAPUR DISTRICT:		
1. Sri Sadhana Patrika	(S)	650
NORTH ARCOT DISTRICT:		
1. Thennadu	( )	(Not available)
BELLARY DISTRICT:-		
1. Nava Sandesh	(N)	"
CHITTOOR DISTRICT:-		
1. Royalaseema	(R)	"

COIMBATORE DISTRICT. ....

p.t.o

NAME OF THE NEWSPAPER.		AUDITED CIRCULATION FIGURE.
COIMBATORE DISTRICT.		
1. Kudiyarasu	(W)	(not available)
2. Kootturavu	(M)	"
3. The Coimbatore Times	(F)	"
EAST GODAVARI DISTRICT.		
1. Sudharma	(W)	"
2. Praja Patrika	(W)	3,000
3. Telugu Prema Pracharak	(W)	750
4. Jai Bheem	(W)	(not available)
5. Vennela	(W)	"
WEST GODAVARI DISTRICT.		
1. Manjuvani	(W)	"
GUNTUR DISTRICT.		
1. Radical	(W)	"
2. Pakistan	(W)	2,500
SOUTH KANARA DISTRICT:		
1. Swadeshabhimani	(W)	(not available)
2. Rastrabhandu	(W)	"
3. Swatantrabharatha	(W)	"
4. Kanteerva	(B.W.)	"
5. Human Affairs	(M)	"
KISTNA DISTRICT:		
1. Krishnapatrika	(W)	"
2. Desa Seva	(W)	"
3. Janmabhoomi	(D)	"
4. Prajasakthi	(D)	"
MADURA DISTRICT.		
1. Thanthi	(D)	19,650
MALABAR DISTRICT.		

(contd.)..

p.t.o

NAME OF THE NEWSPAPER.		AUDITED CIRCULATION FIGURES.
MALABAR DISTRICT:		
1. Chandrika	(D)	7,648
2. Champion	(W)	(not available)
3. Powrasakti	(D)	"
4. The Malabar Herald	(W)	"
5. Mathhru Bhumi	(D)	16,800
6. Harbinger	(W)	(not available)
7. The Manorama	(B.W.)	"
8. The Mitran	(M)	"
9. The West Coast Spectator	(B.W.)	"
10. Janasakthi	(W)	"
11. The West Coast Reformer	(T.W.)	"
NELLORE DISTRICT.		
1. Jamin Ryot	(W)	"
NILGIRI DISTRICT.		
1. South of India Observer	(W)	"
RAMNAD DISTRICT:		
1. Kumaran	(W)	"
2. Chettinad	(W)	"
TANJORE DISTRICT:		
1. Yatharthavachani	(W)	"
2. Nava India	(W)	"
3. Catholican	(M)	"
TRICHINOPOLY DISTRICT:		
1. Shivaji	(W)	"
2. City Herald (Nagara Thoothan)	(W)	"
3. Dravidamani	(W)	"
4. Samarasam	(W)	"

p.t.o

NAME OF THE NEWSPAPER.		AUDITED CIRCULATION FIGURE.
VIZAGAPATAM DISTRICT:		
1. Visakha Patrika	(W)	(not available)

NOTE:-

D. denotes Daily.
W. " Weekly.
B.W. " Bi-weekly.
T.W. " Tri-weekly.
F. " Fortnightly
M. " Monthly.

NOTE-FILE. ....

p.to

NOTE-FILE.

Public (Gl--B) Deptt.

May be recorded in a G.O. (MS) for future reference and guidance.

Sd. x x
20-1-48.

G.O.MS.NO. 132, Public(Gen-B) Deptt., dated 20-1-1948.

Legislative Assembly Question - Newspapers - List suitable for Government advertisements - Principles for selection - List furnished - Papers - Recorded.

/True copy/

R. Thiagarajan 21.9.54
Office Assistant,
Madras Record Office.

PSR. 27-xi-53.